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U. S. DEPARTMENT OF AGRICULTURE

**FOOD STAMP
PROGRAM**



FOOD GUIDE

NOVEMBER 1963

25 1964

READER

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

TURKEYS CRANBERRIES

APPLES GRAPES POTATOES

MAINE SARDINES

EVAPORATED MILK

BROILER-FRYERS MARGARINE

SQUASH CABBAGE RICE

The **FOOD GUIDE** lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for **FOOD DISTRIBUTORS**

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

TURKEYS

MERCHANDISING HINTS: Here's an opportunity to find out what kind of merchandiser you really are. Every customer that enters your store this month is a potential turkey buyer--the sales volume and profit score depend on you. Pace-setting Thanksgiving turkeys are headliner attractions that develop big storewide sales. Clean festive-looking displays, backed by a barrage of sound attention-getting advertising, and tie-in item selling, will show good returns.

- For Thanksgiving month, spotlight turkeys from a portable merchandiser loaded down with heavy 20 - 26 pound birds. Set display near the front of the store, with layout arranged to suggest a full-course "Thanksgiving Dinner". Use industry's colorful point-of-sales pieces for a back drop and fit in to display as many fast-selling related items as space will permit--fresh fruits, stuffing and dressing fixings, mushrooms, olives, wild rice, fresh vegetables, roll mix, etc.
- And here's a pointer--a big stock of fresh cranberries as well as cranberry products should be on hand to add color--and for quick pick-up, too. Lend shoppers aid--post a couple of appetizing "Turkey Day" menus to help them with meal plans. Feature medium and small size birds from the poultry department, to take care of the small family trade. Brighten up this sales point, also, with good P-O-P material, token related item fill-ins--and a "Don't Forget Your Turkey!" sign. Grocers can also multiply sales by planning customer "give-aways".

CRANBERRIES

MERCHANDISING HINTS: Fresh cranberries and cranberry products are due for a tremendous seasonal reception, so it would be wise to prime displays to handle a big sales production line.

- Fresh cranberries will move best when offered from numerous display points. Plan to spotlight a large supply at a central point on produce row. And sell fresh berries from wire baskets in the baking ingredient department,

with that special turkey display--and over at the seafood and red meat sections, too.

- Start early. Flank both ends of the poultry case with large stacks of canned cranberry sauce, featuring a 3 for____, special deal. And for customers who miss this stop--make certain shelf stocks are loaded down and price tagged in multiple units, too. Double sales action at the poultry department--border or scatter fresh cranberry prepacks with turkeys and other poultry items. If you have counter top space at the poultry department, spot miniature displays of fresh and canned cranberries here, also.
- Don't forget turkeys and cranberries have been "going steady" for a long time. Team them in displays and in your big Thanksgiving ads as well.

BROILER-FRYERS

MERCHANDISING HINTS: These tender young chicks are constant customer meal-pleasers. During November, they offer you a substitute attraction for those shoppers who prefer them--or do not plan a big "Turkey Day" meal.

Throughout the Thanksgiving sales period, offer big broiler-fryer stocks--"whole birds," "cut-ups" and "select parts." And, if you're a smart merchandiser you'll package and special "necks" and "backs" as "Delicious Soup-Making Parts." Get color in the display--wedge in fruit and vegetable items (cranberries for sure) and other meal-mate tie-ins. Top-off display with sure-selling P-O-P material to get customers to stop - buy.

SQUASH

MERCHANDISING HINTS: Remember, color contrast is an important part of merchandising--so spot-squash where it will get best results.

With the variety of fresh vegetables limited at this season of the year, squash should be a big trade hit. Use real competitive pricing, along with preparation pointers recommending baking, stuffing, casserole and new vegetable dish ideas. Then, place a few extra large onions around squash display for "combo" appeal.

NOVEMBER 1963

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

DAILY FOOD GUIDE

MILK GROUP

Some milk for everyone

Evaporated Milk

MEAT GROUP

2 or more servings

Turkeys Broiler-fryers
Canned Maine Sardines

FRUIT AND VEGETABLE GROUP

4 or more servings

Cranberries Apples
Grapes Cabbage
Potatoes Squash

BREAD AND CEREAL GROUP

4 or more servings

Rice

OTHER FOODS

As needed

Margarine

VARIETY is the KEY

GRAPES

MERCHANDISING HINTS: Allow customers to select their own requirements this month--go easy on prepacked offerings. Merchandise Emperors, Tokays, etc. inside-by-side bins. Give shoppers an opportunity to mix 'em--or make an on-the-spot choice.

- Jumbo price signs still lure the trade and clean, attractive and well kept displays encourage heavy impulse sales. Sprinkle grapes slightly when placements are made to give bunches that fresh "just picked" look. Rotate offerings when replenishments are made, but be sure to handle with care. Alert shoppers that you have a special going on grapes inside with a large store window sign.

POTATOES

MERCHANDISING HINTS: Good 'ole potatoes--fresh, frozen, dehydrated or canned--stay on the move. Big business can be expected for family-pleasing spuds this month with added purchase impact at Thanksgiving time.

- Shoppers should be exposed to a conveniently located mammoth display of prepack supplies. Now don't show customers a "cold and hidden out" stack of potatoes--use good point-of-sales pieces and related item "fit-ins" to attract patrons. To help get shoppers in the buying mood--point out to them that spuds are "baking good"--"fluffy mashed"--"tasty au gratin" and "French-frying superb", etc. And this month, for sure, cross-sell potatoes with turkeys at every possible tie-in point.
- Carefully select bulk bin stocks--they'll influence prepack "take-a-along home" and pantry "store-away" sales. Remember to put the "big sell" on frozen potato products, canned and dehydrated potatoes this month, too.

APPLES

MERCHANDISING HINTS: Plenty of apple sales chances will be coming your way again this month--Thanksgiving fruit bowls must be filled--and apple salads and apple desserts

will appeal to Mrs. Food Coupon Shopper for "Turkey Day" fare.

- Stick to mass displays of both prepacks and loose, utilizing best available apple-selling point-of-sales material, as well as related item pieces to "pull" shoppers to sales point. Expend a little extra effort on displays. Name tag each apple variety you're "showing" and its recommended use--"eating apple" - "cooking apple" - "good baking apple" - "best for salads" - "pie makers delight".
- Be choosy in selection of loose fruit for produce department bins. Pick out extra large out-of-hand eating apples to attract the trade. Use a spot "talker" to brag on your offerings--"Crisp, Delicious 'n Oh, So Good"--starts "lip-smacking" and leads to bigger sales. Go all-out to get volume--spot a few loose and prepack bags with pork cuts in the meat department. Roll a couple of shopping carts loaded with prepacks over to the pie mix supplies.
- And why not drop a few packages of mix in carts with apples to get the "apple pie" and "apple turnover" idea across.

MAINE SARDINES

MERCHANDISING HINTS: FOOD IS A BARGAIN--and from this month's "horn of plenty" protein-rich Maine sardines will rate a top spot on the shoppers "economy-buy" list.

- A mid-aisles, labor-saving, jumble display located in the canned fish department or near appropriate go-with cracker supplies will move 'em out fast. Selling theme now: SNACK TIME STORE-AWAYS.
- Special these tasty fish treats with a "sure-view" double-faced pricing sign set specifically for multi-can purchase appeal. Spot "talkers" and suggestion plug cards recommending Maine Sardines for SALADS, CASSEROLES, SANDWICHES--and FOR THE WORKING MAN'S LUNCH BOX FARE are bound to drum up big trade. Tender good-eating sardines can stand a plug in your advertising as well.

RICE

MERCHANDISING HINTS: A large on-the-floor display is a must--along with token offerings placed at turkey and broiler-fryer selling points. Display selling theme: "Rice and Giblet Gravy Taste Mighty Good." Allow shoppers to view all rice varieties you stock at central floor display--blue rose types, long grains, brown and wild. And here again good colorful industry merchandising pieces should be put to use.

EVAPORATED MILK

MERCHANDISING HINTS: Smoothable, blendable, dependable evaporated milk is being highly publicized by industry for its economy and nutrition. Floor stack handy evaporated milk, pricing in multi-can specials. Prime your display selling sign to alert customers--"It's Pantry Stock-Up Time". Remind the trade that simple sauces are made quickly with evaporated milk. Post some of industry's excellent point of sales material to back up your statement.

MARGARINE

MERCHANDISING HINTS: A roving portable display loaded with an assortment of brands the trade prefers can rocket sales. Alternate mobile unit between turkey display, bakery items and the do-it-yourself baking ingredient department, especially on heavy traffic week-ends. Plan signwork to plug margarine for "Turkey Basting"--"Spread For Breads and Confectionery Treats"--and "To Help You With Your Baking and Cooking Chores". Margarine needs a little advertising support, too.

CABBAGE

MERCHANDISING HINTS: You can count on stepped-up sales for economical, good eating cabbage. Fill bins with "washed-down" clean heads. And if deliveries permit, stock bins with varied sizes to take care of big and small users, too. Might halve a few heads and offer in film overwraps especially for the small family trade. Use talkers geared to highlight cabbage as "A Money-Saving Vegetable Dish" - "Cole Slaw Ready" - "Corned Beef 'n Cabbage Tastes Mighty Good."

MENU OF THE MONTH

Roast turkey with dressing
and giblet gravy
Mashed potatoes Cranberry sauce
Cole slaw Bread and margarine
Milk
Apple or pumpkin pie

SAVORY STUFFING FOR 4 POUND ROAST TURKEY

1 quart breadcrumbs
1/3 cup margarine or poultry fat
3/4 cup chopped celery
2 tablespoons chopped onion
1/2 to 3/4 teaspoon savory seasoning
1/2 to 3/4 teaspoon salt
Pepper to taste

Melt margarine or poultry fat in fry pan. Add celery and onion. Cook a few minutes, and add to breadcrumbs along with seasonings. Mix lightly but thoroughly. Chopped nuts may be added, if desired.

For turkeys weighing more than 4 pounds, the basic Savory Stuffing recipe should be increased as follows:

Kind of turkey	Ready-to-cook Weight	Savory Stuffing Needed
Fryer-roaster (very young birds)	4 to 8 lbs.	1 to 2 recipes
Roasters (well-grown young birds)	6 to 12 lbs. 12 to 16 lbs. 16 to 20 lbs. 20 to 24 lbs.	2 to 3 recipes 3 to 4 recipes 4 to 5 recipes 5 to 6 recipes